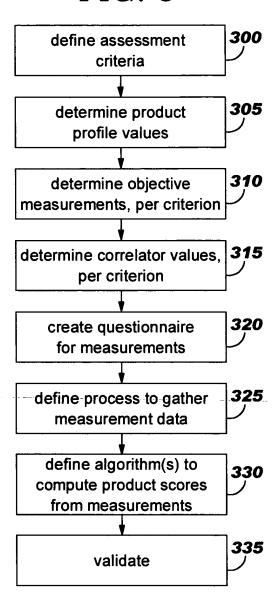


 Gross Profit
Expense
Expe Leverage Value Chain Methods to Increase Gross Profit Add Skills **220** Lower Cost **210** Base **200** 20-100 - 09 120 Revenue

FIG. 3



400

FIG. 4

**Local Skills** Design/Development Test Maintenance/Support Integration Prog. Language - C 410 Prog. Language - C++ 411 Prog. Language - Java **OS / Windows** OS - Linux OS - AIX Language - English Language - Chinese Language - Japanese **Overall Marketplace** 420 **WW Market Opportunity WW CGR WW Market Share** Geography Marketplace 430 Market Opportunity Market CGR **Market Share Geography Environment** Personnel Cost 440 **General Business Cost** Attrition (1=Highest) **Growth Rate Product Sales/Delivery** 450 Share Integration, Support, and Sales Force **Share Business Partners Share Spiral Partners Competitors Strength** 460 WW In Geography Market

Ingrained in competitive technology

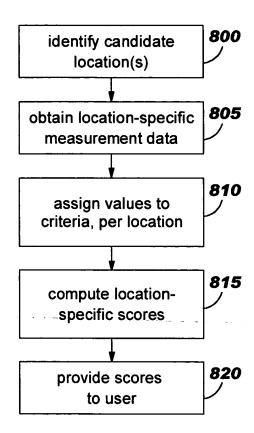
520	Criterion: Pro	Criterion: Prog. language - Java
700	Definition	Evaluates Java programming language skills for product X.
3/	Information	Understands general concepts of object-oriented programming.
	Required	Has formal training in object-oriented programming.
		Understands general concepts of Java programming language.
		Has formal training in Java programming language.
		Has experience in using Java programming language.
		Familiar with J2EE.
540		
	Measurement	Compare the candidate location to the product information. Use the following rating scale:
,	Guidelines	5 Significantly exceeds requirements
		4 Exceeds requirements
		3 Meets requirements
		2 Minor deviations from requirements
		1 Significant deviations from requirements

Product	600 FIG. 6	
Profile	Local Skills	
<b>601</b> 5	Design/Development	
3	Test	
3	Maintenance/Support	
2	Integration	
2	Prog. Language - C	410
2	Prog. Language - C++	4,0
5	Prog. Language - Java	
5	OS / Windows	
5	OS - Linux	
3	OS - AIX	ļ
<b>602</b> 5	Language - Ènglish	
603	Language - Chinese	
1	Language - Japanese	
	Overall Marketplace	
<b>604</b> 3	WW Market Opportunity	420
3	WW CGR	
2	WW Market Share	
	Geography Marketplace	430
	Market Opportunity	430
	Market CGR	
	Market Share	
	Geography Environment	
	Personnel Cost	440
	General Business Cost	レ
	Attrition (1=Highest)	
	Growth Rate	
	Product Sales/Delivery	450
2	Share Integration, Support, and Sales Force	450
3	Share Business Partners	
2	Share Spiral Partners	
	Competitors Strength	460
4	WW	ノ
3	In Geography Market	ſ
	Ingrained in competitive technology	

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	710 <u>700</u>		730			FIG. 7
	Market		Reduce	Local	l Skills	110.7
	Share	Revenue	Costs		Design / Development	
	0.4	0.4			Test	
	0.5 0.4	0.5 0.4			Maintenance / Support	
	0.5	0.5			Integration	
	0.6	0.6			Prog. Language - C	
	0.5	0.5			Prog. Language - C++	
	0.5	0.5			Prog. Language - Java	
	0.5	0.5			OS - Windows	
	0.6 0.6	0.6 0.6			OS - Linux	
	0.6	0.6			OS - AIX	
	0.5	0.5			Language - English	
	0.5	0.5			Language - Chinese	
	0.5	0.5			Language - Japanese	
				Over	all Marketplace	
	0	0	0		WW Market Opportunity	
	0	0	0		WW CGR	
	0.2	0.2	0.1		WW Market Share	
				Geog	graphy Marketplace	
	0.2	0.6	0	-	Market Opportunity	<del></del>
	0.2	0.6	0		Market CGR	
	0	0.9	0.1		Market Share	
				Geog	graphy Environment	
	0	0.1	0.7	731	Personnel Cost	
	0	0.1	0.7		General Business Cost	
	0.1	0.1	-0.7	732	Attrition (1=Highest)	
	0.4	0.4	0.5		Growth Rate	
				Prod	uct Sales / Delivery	
	0.4	0.6	-0.3		Share Integration, Support,	and Sales Force
	0.6	0.4	8.0		Share Business Partners	
	0.7	0.5	8.0		Share Spiral Partners	
				Com	petitors Strength	
	-0.3	-0.3	-0.2	'	ww	
740	<b>9</b> -0.7	-0.7	-0.3		In Geography Market	
<b>75</b> (	<b>9</b> 0.5	0.5	0.3		Ingrained in competitive tec	chnology

FIG. 8



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<b>900</b> Geo.	Geo. <b>910</b>	FIG. 9
	Profile B	Local Skills
3	2	Design / Development
5	3	Test
4	2	Maintenance / Support
3	1	Integration
4	2	Prog. Language - C
4	2	Prog. Language - C++
3	4	Prog. Language - Java
3	<sup>2</sup> 3 <b>911</b>	OS - Windows
<b>901</b> 3		OS - Linux
_3	3 2	OS - AIX
3		Language - English
5	2	Language - Chinese
1	5	Language - Japanese
		Overall Marketplace
		WW Market Opportunity
		WW CGR
		WW Market Share
· · · · · · · · · · · · · · · · · · ·		Geography Marketplace
<b>902</b> 5	4	Market Opportunity
5	4	Market CGR
2	2	Market Share
		Geography Environment
2	2	Personnel Cost
3	3	General Business Cost
2	3	Attrition (1=Highest)
5	5	Growth Rate
		Product Sales / Delivery
5	2	Share Integration, Support, and Sales Force
1	2 3	Share Business Partners
1	2	Share Spiral Partners
		Competitors Strength
002.4	4.040	WW
<b>903</b> 1	4 913	In Geography Market
3	3	Ingrained in competitive technology

FIG. 10C	1100 1110 Opportunity Gap 1101 2 1 2 1 1111 0 0
• •	

10臣	<b>1190</b> 6.37 7.83 3.51	7	4
FIG.	<b>1180</b> <b>1200</b> 7.07 <b>1210</b> 8.99 <b>1220</b> 3.33	1230 4	<b>1240</b> 10

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			)		
1020		1040	1050	1060	1070
Score A	Score B	Score A	Score B	Score A	Score B
1.5	<del>-</del>	1.5	_	0	0
2	2	2	2	0	0
2.5	2	2.5	2	0	0
က	2.4	ო	2.4	0	0
2.5	2.5	2.5	2.5	0	0
2.5	2.5	2.5	2.5	0	0
1.5	2	1.5	2	0	0
1.8	1.2	1.8	1.2	0	0
1.8	1.8	1.8	1.8	0	0
က	က	ന	က	0	0
1.5	_	1.5	_	0	0
2.5	2.5	2.5	2.5	0	0
2.5	2.5	2.5	2.5	0	0
Subtotal 28.60	26.40	28.60	26.40	0.00	0.00 1080
Normalized 2.20	2.03	2.20	2.03	000	

	<u>ਜ</u>	FIG. 10D		
1120		1140 1150		1170
-		3 2.4		0
_		3 2.4		0
0		1.8 1.8		0.2
Subtotal 2.0		7.8 6.6		0.2
Normalized 0.67	0.53	2.60 2.20		0.07
0		0.2 0.2		4:1
0		0.3 0.3		2.1
0.2		0.2 0.3		-2.1
2		2.		2.5
Subtotal 2.2		2.7 2.8		9.0
Normalized 0.55	0.58	0.68 0.70		0.98
2		<b>ო</b> რ		-1.5
1.8		1.2 2		4
2.8		2 2.5		4
Subtotal 6.6		6.2 7.5		6.5
Normalized 2.20		2.07 2.50	1.37	2.17
4.	-0.7		9.0	6.3
5.7	1.5		6.0	6.0
Subtotal 2.9	0.8	2.9 0.8	1.5	0.6
Normalized 1.45	0.4		0.75	0.3